



Restaurant Market Potential

7 N 9th Street, Columbia, Missouri, 65201

Ring: 1 mile radius

Latitude: 38.95189

Longitude: -92.32759

Demographic Summary		2015	2020	
Population		19,564	20,509	
Population 18+		18,126	18,996	
Households		5,929	6,342	
Median Household Income		\$24,146	\$27,017	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		13,532	74.7%	99
Went to family restaurant/steak house 4+ times/mo		4,714	26.0%	90
Spent at family rest/steak hse last 6 months: <\$31		916	5.1%	70
Spent at family rest/steak hse last 6 months: \$31-50		2,009	11.1%	130
Spent at family rest/steak hse last 6 months: \$51-100		3,880	21.4%	143
Spent at family rest/steak hse last 6 months: \$101-200		2,370	13.1%	108
Spent at family rest/steak hse last 6 months: \$201-300		960	5.3%	89
Spent at family rest/steak hse last 6 months: \$301+		718	4.0%	53
Family restaurant/steak house last 6 months: breakfast		1,781	9.8%	78
Family restaurant/steak house last 6 months: lunch		3,333	18.4%	95
Family restaurant/steak house last 6 months: dinner		9,361	51.6%	108
Family restaurant/steak house last 6 months: snack		723	4.0%	227
Family restaurant/steak house last 6 months: weekday		4,915	27.1%	85
Family restaurant/steak house last 6 months: weekend		7,801	43.0%	102
Fam rest/steak hse/6 months: Applebee` s		4,801	26.5%	107
Fam rest/steak hse/6 months: Bob Evans Farms		635	3.5%	94
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,948	10.7%	141
Fam rest/steak hse/6 months: California Pizza Kitchen		531	2.9%	90
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		276	1.5%	50
Fam rest/steak hse/6 months: The Cheesecake Factory		2,452	13.5%	198
Fam rest/steak hse/6 months: Chili`s Grill & Bar		2,004	11.1%	91
Fam rest/steak hse/6 months: CiCi`s Pizza		588	3.2%	73
Fam rest/steak hse/6 months: Cracker Barrel		1,107	6.1%	63
Fam rest/steak hse/6 months: Denny`s		918	5.1%	53
Fam rest/steak hse/6 months: Golden Corral		1,150	6.3%	74
Fam rest/steak hse/6 months: IHOP		2,090	11.5%	99
Fam rest/steak hse/6 months: Logan`s Roadhouse		395	2.2%	61
Fam rest/steak hse/6 months: LongHorn Steakhouse		503	2.8%	65
Fam rest/steak hse/6 months: Old Country Buffet		434	2.4%	114
Fam rest/steak hse/6 months: Olive Garden		3,127	17.3%	99
Fam rest/steak hse/6 months: Outback Steakhouse		1,514	8.4%	84
Fam rest/steak hse/6 months: Red Lobster		1,431	7.9%	62
Fam rest/steak hse/6 months: Red Robin		712	3.9%	66
Fam rest/steak hse/6 months: Ruby Tuesday		1,007	5.6%	81
Fam rest/steak hse/6 months: Texas Roadhouse		1,500	8.3%	112
Fam rest/steak hse/6 months: T.G.I. Friday`s		1,110	6.1%	76
Fam rest/steak hse/6 months: Waffle House		1,054	5.8%	107
Went to fast food/drive-in restaurant in last 6 mo		16,184	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo		7,327	40.4%	100
Spent at fast food/drive-in last 6 months: <\$11		734	4.0%	93
Spent at fast food/drive-in last 6 months: \$11-\$20		1,724	9.5%	124
Spent at fast food/drive-in last 6 months: \$21-\$40		2,698	14.9%	123
Spent at fast food/drive-in last 6 months: \$41-\$50		968	5.3%	71
Spent at fast food/drive-in last 6 months: \$51-\$100		3,141	17.3%	104
Spent at fast food/drive-in last 6 months: \$101-\$200		2,500	13.8%	115
Spent at fast food/drive-in last 6 months: \$201+		2,374	13.1%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	6,949	38.3%	105
Fast food/drive-in last 6 months: home delivery	1,177	6.5%	83
Fast food/drive-in last 6 months: take-out/drive-thru	8,730	48.2%	103
Fast food/drive-in last 6 months: take-out/walk-in	4,788	26.4%	135
Fast food/drive-in last 6 months: breakfast	5,816	32.1%	97
Fast food/drive-in last 6 months: lunch	10,274	56.7%	112
Fast food/drive-in last 6 months: dinner	10,128	55.9%	126
Fast food/drive-in last 6 months: snack	2,556	14.1%	112
Fast food/drive-in last 6 months: weekday	11,248	62.1%	105
Fast food/drive-in last 6 months: weekend	7,396	40.8%	89
Fast food/drive-in last 6 months: A & W	388	2.1%	66
Fast food/drive-in last 6 months: Arby`s	2,823	15.6%	92
Fast food/drive-in last 6 months: Baskin-Robbins	355	2.0%	56
Fast food/drive-in last 6 months: Boston Market	665	3.7%	107
Fast food/drive-in last 6 months: Burger King	5,799	32.0%	101
Fast food/drive-in last 6 months: Captain D`s	861	4.8%	139
Fast food/drive-in last 6 months: Carl`s Jr.	736	4.1%	69
Fast food/drive-in last 6 months: Checkers	428	2.4%	81
Fast food/drive-in last 6 months: Chick-fil-A	4,963	27.4%	166
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,724	9.5%	102
Fast food/drive-in last 6 months: Chuck E. Cheese`s	301	1.7%	46
Fast food/drive-in last 6 months: Church`s Fr. Chicken	413	2.3%	63
Fast food/drive-in last 6 months: Cold Stone Creamery	778	4.3%	127
Fast food/drive-in last 6 months: Dairy Queen	2,327	12.8%	92
Fast food/drive-in last 6 months: Del Taco	308	1.7%	49
Fast food/drive-in last 6 months: Domino`s Pizza	2,453	13.5%	115
Fast food/drive-in last 6 months: Dunkin` Donuts	1,425	7.9%	70
Fast food/drive-in last 6 months: Hardee`s	1,028	5.7%	94
Fast food/drive-in last 6 months: Jack in the Box	1,013	5.6%	65
Fast food/drive-in last 6 months: KFC	3,666	20.2%	87
Fast food/drive-in last 6 months: Krispy Kreme	590	3.3%	77
Fast food/drive-in last 6 months: Little Caesars	2,355	13.0%	119
Fast food/drive-in last 6 months: Long John Silver`s	1,274	7.0%	125
Fast food/drive-in last 6 months: McDonald`s	9,546	52.7%	95
Fast food/drive-in last 6 months: Panera Bread	2,517	13.9%	132
Fast food/drive-in last 6 months: Papa John`s	2,455	13.5%	144
Fast food/drive-in last 6 months: Papa Murphy`s	461	2.5%	61
Fast food/drive-in last 6 months: Pizza Hut	3,151	17.4%	86
Fast food/drive-in last 6 months: Popeyes Chicken	692	3.8%	49
Fast food/drive-in last 6 months: Quiznos	741	4.1%	99
Fast food/drive-in last 6 months: Sonic Drive-In	1,656	9.1%	88
Fast food/drive-in last 6 months: Starbucks	5,321	29.4%	200
Fast food/drive-in last 6 months: Steak `n Shake	1,076	5.9%	123
Fast food/drive-in last 6 months: Subway	7,552	41.7%	125
Fast food/drive-in last 6 months: Taco Bell	9,591	52.9%	167
Fast food/drive-in last 6 months: Wendy`s	6,158	34.0%	119
Fast food/drive-in last 6 months: Whataburger	221	1.2%	32
Fast food/drive-in last 6 months: White Castle	607	3.3%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



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Went to fine dining restaurant last month	1,773	9.8%	84
Went to fine dining restaurant 3+ times last month	482	2.7%	82
Spent at fine dining rest in last 6 months: <\$51	212	1.2%	59
Spent at fine dining rest in last 6 months: \$51-\$100	721	4.0%	107
Spent at fine dining rest in last 6 months: \$101-\$200	559	3.1%	85
Spent at fine dining rest in last 6 months: \$201+	461	2.5%	61

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Restaurant Market Potential

7 N 9th Street, Columbia, Missouri, 65201
 Ring: 3 mile radius

Latitude: 38.95189
 Longitude: -92.32759

Demographic Summary		2015	2020
Population		67,994	72,108
Population 18+		57,630	61,093
Households		27,656	29,562
Median Household Income		\$35,507	\$40,582

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	44,494	77.2%	102
Went to family restaurant/steak house 4+ times/mo	16,572	28.8%	100
Spent at family rest/steak hse last 6 months: <\$31	3,712	6.4%	89
Spent at family rest/steak hse last 6 months: \$31-50	5,966	10.4%	122
Spent at family rest/steak hse last 6 months: \$51-100	11,057	19.2%	128
Spent at family rest/steak hse last 6 months: \$101-200	7,184	12.5%	103
Spent at family rest/steak hse last 6 months: \$201-300	3,418	5.9%	100
Spent at family rest/steak hse last 6 months: \$301+	3,252	5.6%	76
Family restaurant/steak house last 6 months: breakfast	6,749	11.7%	93
Family restaurant/steak house last 6 months: lunch	11,201	19.4%	100
Family restaurant/steak house last 6 months: dinner	30,083	52.2%	109
Family restaurant/steak house last 6 months: snack	1,805	3.1%	178
Family restaurant/steak house last 6 months: weekday	18,523	32.1%	101
Family restaurant/steak house last 6 months: weekend	25,075	43.5%	103
Fam rest/steak hse/6 months: Applebee` s	15,076	26.2%	105
Fam rest/steak hse/6 months: Bob Evans Farms	2,153	3.7%	100
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,850	10.2%	133
Fam rest/steak hse/6 months: California Pizza Kitchen	1,672	2.9%	89
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	1,380	2.4%	78
Fam rest/steak hse/6 months: The Cheesecake Factory	5,511	9.6%	140
Fam rest/steak hse/6 months: Chili` s Grill & Bar	7,340	12.7%	104
Fam rest/steak hse/6 months: CiCi` s Pizza	2,373	4.1%	93
Fam rest/steak hse/6 months: Cracker Barrel	4,693	8.1%	84
Fam rest/steak hse/6 months: Denny` s	4,279	7.4%	78
Fam rest/steak hse/6 months: Golden Corral	4,334	7.5%	87
Fam rest/steak hse/6 months: IHOP	6,718	11.7%	100
Fam rest/steak hse/6 months: Logan` s Roadhouse	1,826	3.2%	89
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,057	3.6%	83
Fam rest/steak hse/6 months: Old Country Buffet	1,370	2.4%	113
Fam rest/steak hse/6 months: Olive Garden	10,390	18.0%	103
Fam rest/steak hse/6 months: Outback Steakhouse	5,468	9.5%	95
Fam rest/steak hse/6 months: Red Lobster	6,055	10.5%	83
Fam rest/steak hse/6 months: Red Robin	2,956	5.1%	86
Fam rest/steak hse/6 months: Ruby Tuesday	3,533	6.1%	89
Fam rest/steak hse/6 months: Texas Roadhouse	4,746	8.2%	111
Fam rest/steak hse/6 months: T.G.I. Friday` s	4,036	7.0%	87
Fam rest/steak hse/6 months: Waffle House	3,176	5.5%	101
Went to fast food/drive-in restaurant in last 6 mo	52,254	90.7%	100
Went to fast food/drive-in restaurant 9+ times/mo	24,216	42.0%	104
Spent at fast food/drive-in last 6 months: <\$11	2,518	4.4%	100
Spent at fast food/drive-in last 6 months: \$11-\$20	5,098	8.8%	115
Spent at fast food/drive-in last 6 months: \$21-\$40	7,690	13.3%	111
Spent at fast food/drive-in last 6 months: \$41-\$50	3,664	6.4%	84
Spent at fast food/drive-in last 6 months: \$51-\$100	9,769	17.0%	102
Spent at fast food/drive-in last 6 months: \$101-\$200	7,835	13.6%	113
Spent at fast food/drive-in last 6 months: \$201+	7,730	13.4%	110

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Restaurant Market Potential

7 N 9th Street, Columbia, Missouri, 65201
 Ring: 3 mile radius

Latitude: 38.95189
 Longitude: -92.32759

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	21,838	37.9%	104
Fast food/drive-in last 6 months: home delivery	4,562	7.9%	101
Fast food/drive-in last 6 months: take-out/drive-thru	28,589	49.6%	106
Fast food/drive-in last 6 months: take-out/walk-in	13,525	23.5%	120
Fast food/drive-in last 6 months: breakfast	18,924	32.8%	99
Fast food/drive-in last 6 months: lunch	31,629	54.9%	109
Fast food/drive-in last 6 months: dinner	30,352	52.7%	119
Fast food/drive-in last 6 months: snack	8,144	14.1%	113
Fast food/drive-in last 6 months: weekday	35,900	62.3%	105
Fast food/drive-in last 6 months: weekend	26,002	45.1%	99
Fast food/drive-in last 6 months: A & W	1,483	2.6%	79
Fast food/drive-in last 6 months: Arby`s	9,883	17.1%	102
Fast food/drive-in last 6 months: Baskin-Robbins	1,463	2.5%	73
Fast food/drive-in last 6 months: Boston Market	2,064	3.6%	104
Fast food/drive-in last 6 months: Burger King	18,938	32.9%	104
Fast food/drive-in last 6 months: Captain D`s	2,290	4.0%	116
Fast food/drive-in last 6 months: Carl`s Jr.	2,915	5.1%	86
Fast food/drive-in last 6 months: Checkers	1,535	2.7%	91
Fast food/drive-in last 6 months: Chick-fil-A	13,374	23.2%	141
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,881	10.2%	109
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,835	3.2%	89
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,633	2.8%	79
Fast food/drive-in last 6 months: Cold Stone Creamery	2,225	3.9%	114
Fast food/drive-in last 6 months: Dairy Queen	8,008	13.9%	100
Fast food/drive-in last 6 months: Del Taco	1,681	2.9%	83
Fast food/drive-in last 6 months: Domino`s Pizza	7,667	13.3%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	4,957	8.6%	76
Fast food/drive-in last 6 months: Hardee`s	3,140	5.4%	91
Fast food/drive-in last 6 months: Jack in the Box	4,401	7.6%	89
Fast food/drive-in last 6 months: KFC	11,982	20.8%	90
Fast food/drive-in last 6 months: Krispy Kreme	2,196	3.8%	91
Fast food/drive-in last 6 months: Little Caesars	7,470	13.0%	118
Fast food/drive-in last 6 months: Long John Silver`s	3,499	6.1%	108
Fast food/drive-in last 6 months: McDonald`s	31,869	55.3%	99
Fast food/drive-in last 6 months: Panera Bread	7,527	13.1%	124
Fast food/drive-in last 6 months: Papa John`s	7,152	12.4%	132
Fast food/drive-in last 6 months: Papa Murphy`s	2,258	3.9%	94
Fast food/drive-in last 6 months: Pizza Hut	10,499	18.2%	91
Fast food/drive-in last 6 months: Popeyes Chicken	3,063	5.3%	69
Fast food/drive-in last 6 months: Quiznos	2,473	4.3%	104
Fast food/drive-in last 6 months: Sonic Drive-In	6,037	10.5%	101
Fast food/drive-in last 6 months: Starbucks	13,214	22.9%	157
Fast food/drive-in last 6 months: Steak `n Shake	3,487	6.1%	126
Fast food/drive-in last 6 months: Subway	22,284	38.7%	116
Fast food/drive-in last 6 months: Taco Bell	25,374	44.0%	139
Fast food/drive-in last 6 months: Wendy`s	18,649	32.4%	113
Fast food/drive-in last 6 months: Whataburger	1,521	2.6%	70
Fast food/drive-in last 6 months: White Castle	2,008	3.5%	104

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Ring: 3 mile radius

Latitude: 38.95189
Longitude: -92.32759

Went to fine dining restaurant last month	6,439	11.2%	96
Went to fine dining restaurant 3+ times last month	1,661	2.9%	89
Spent at fine dining rest in last 6 months: <\$51	926	1.6%	81
Spent at fine dining rest in last 6 months: \$51-\$100	2,321	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	2,024	3.5%	97
Spent at fine dining rest in last 6 months: \$201+	1,781	3.1%	74

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Restaurant Market Potential

7 N 9th Street, Columbia, Missouri, 65201
 Ring: 5 mile radius

Latitude: 38.95189
 Longitude: -92.32759

Demographic Summary	2015	2020
Population	127,213	136,014
Population 18+	103,007	110,142
Households	50,795	54,522
Median Household Income	\$40,912	\$49,275

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	81,007	78.6%	104
Went to family restaurant/steak house 4+ times/mo	31,316	30.4%	106
Spent at family rest/steak hse last 6 months: <\$31	6,817	6.6%	92
Spent at family rest/steak hse last 6 months: \$31-50	10,188	9.9%	116
Spent at family rest/steak hse last 6 months: \$51-100	19,147	18.6%	124
Spent at family rest/steak hse last 6 months: \$101-200	13,061	12.7%	104
Spent at family rest/steak hse last 6 months: \$201-300	6,582	6.4%	108
Spent at family rest/steak hse last 6 months: \$301+	6,888	6.7%	90
Family restaurant/steak house last 6 months: breakfast	12,762	12.4%	99
Family restaurant/steak house last 6 months: lunch	20,877	20.3%	104
Family restaurant/steak house last 6 months: dinner	54,914	53.3%	111
Family restaurant/steak house last 6 months: snack	2,970	2.9%	164
Family restaurant/steak house last 6 months: weekday	34,838	33.8%	106
Family restaurant/steak house last 6 months: weekend	46,016	44.7%	106
Fam rest/steak hse/6 months: Applebee` s	27,025	26.2%	106
Fam rest/steak hse/6 months: Bob Evans Farms	3,685	3.6%	96
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,408	10.1%	132
Fam rest/steak hse/6 months: California Pizza Kitchen	3,204	3.1%	96
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,014	2.9%	95
Fam rest/steak hse/6 months: The Cheesecake Factory	8,927	8.7%	127
Fam rest/steak hse/6 months: Chili`s Grill & Bar	14,428	14.0%	115
Fam rest/steak hse/6 months: CiCi`s Pizza	4,704	4.6%	103
Fam rest/steak hse/6 months: Cracker Barrel	9,241	9.0%	92
Fam rest/steak hse/6 months: Denny`s	8,538	8.3%	87
Fam rest/steak hse/6 months: Golden Corral	8,164	7.9%	92
Fam rest/steak hse/6 months: IHOP	12,838	12.5%	107
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,526	3.4%	96
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,192	4.1%	95
Fam rest/steak hse/6 months: Old Country Buffet	2,275	2.2%	105
Fam rest/steak hse/6 months: Olive Garden	19,415	18.8%	108
Fam rest/steak hse/6 months: Outback Steakhouse	10,454	10.1%	102
Fam rest/steak hse/6 months: Red Lobster	11,852	11.5%	91
Fam rest/steak hse/6 months: Red Robin	5,746	5.6%	93
Fam rest/steak hse/6 months: Ruby Tuesday	6,748	6.6%	95
Fam rest/steak hse/6 months: Texas Roadhouse	8,732	8.5%	114
Fam rest/steak hse/6 months: T.G.I. Friday`s	7,619	7.4%	92
Fam rest/steak hse/6 months: Waffle House	5,803	5.6%	104
Went to fast food/drive-in restaurant in last 6 mo	93,880	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	44,202	42.9%	106
Spent at fast food/drive-in last 6 months: <\$11	4,497	4.4%	100
Spent at fast food/drive-in last 6 months: \$11-\$20	8,725	8.5%	110
Spent at fast food/drive-in last 6 months: \$21-\$40	13,008	12.6%	105
Spent at fast food/drive-in last 6 months: \$41-\$50	7,017	6.8%	90
Spent at fast food/drive-in last 6 months: \$51-\$100	17,361	16.9%	102
Spent at fast food/drive-in last 6 months: \$101-\$200	13,808	13.4%	112
Spent at fast food/drive-in last 6 months: \$201+	14,546	14.1%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Restaurant Market Potential

7 N 9th Street, Columbia, Missouri, 65201

Ring: 5 mile radius

Latitude: 38.95189

Longitude: -92.32759

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	39,330	38.2%	105
Fast food/drive-in last 6 months: home delivery	8,565	8.3%	106
Fast food/drive-in last 6 months: take-out/drive-thru	52,124	50.6%	108
Fast food/drive-in last 6 months: take-out/walk-in	23,312	22.6%	116
Fast food/drive-in last 6 months: breakfast	33,975	33.0%	100
Fast food/drive-in last 6 months: lunch	56,417	54.8%	109
Fast food/drive-in last 6 months: dinner	53,086	51.5%	116
Fast food/drive-in last 6 months: snack	14,505	14.1%	112
Fast food/drive-in last 6 months: weekday	64,358	62.5%	105
Fast food/drive-in last 6 months: weekend	48,242	46.8%	102
Fast food/drive-in last 6 months: A & W	2,650	2.6%	79
Fast food/drive-in last 6 months: Arby`s	17,826	17.3%	103
Fast food/drive-in last 6 months: Baskin-Robbins	2,986	2.9%	83
Fast food/drive-in last 6 months: Boston Market	3,755	3.6%	106
Fast food/drive-in last 6 months: Burger King	33,787	32.8%	104
Fast food/drive-in last 6 months: Captain D`s	3,795	3.7%	107
Fast food/drive-in last 6 months: Carl`s Jr.	6,205	6.0%	103
Fast food/drive-in last 6 months: Checkers	2,891	2.8%	96
Fast food/drive-in last 6 months: Chick-fil-A	23,547	22.9%	138
Fast food/drive-in last 6 months: Chipotle Mex. Grill	11,140	10.8%	116
Fast food/drive-in last 6 months: Chuck E. Cheese`s	3,735	3.6%	101
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,242	3.1%	87
Fast food/drive-in last 6 months: Cold Stone Creamery	3,975	3.9%	114
Fast food/drive-in last 6 months: Dairy Queen	14,509	14.1%	101
Fast food/drive-in last 6 months: Del Taco	3,726	3.6%	103
Fast food/drive-in last 6 months: Domino`s Pizza	13,685	13.3%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	9,128	8.9%	78
Fast food/drive-in last 6 months: Hardee`s	5,413	5.3%	87
Fast food/drive-in last 6 months: Jack in the Box	9,223	9.0%	104
Fast food/drive-in last 6 months: KFC	21,646	21.0%	91
Fast food/drive-in last 6 months: Krispy Kreme	4,373	4.2%	101
Fast food/drive-in last 6 months: Little Caesars	13,604	13.2%	120
Fast food/drive-in last 6 months: Long John Silver`s	5,856	5.7%	101
Fast food/drive-in last 6 months: McDonald`s	57,987	56.3%	101
Fast food/drive-in last 6 months: Panera Bread	13,690	13.3%	126
Fast food/drive-in last 6 months: Papa John`s	12,899	12.5%	133
Fast food/drive-in last 6 months: Papa Murphy`s	4,628	4.5%	108
Fast food/drive-in last 6 months: Pizza Hut	18,907	18.4%	91
Fast food/drive-in last 6 months: Popeyes Chicken	6,276	6.1%	79
Fast food/drive-in last 6 months: Quiznos	4,500	4.4%	106
Fast food/drive-in last 6 months: Sonic Drive-In	11,632	11.3%	109
Fast food/drive-in last 6 months: Starbucks	22,060	21.4%	146
Fast food/drive-in last 6 months: Steak `n Shake	6,300	6.1%	127
Fast food/drive-in last 6 months: Subway	39,290	38.1%	114
Fast food/drive-in last 6 months: Taco Bell	41,858	40.6%	128
Fast food/drive-in last 6 months: Wendy`s	32,717	31.8%	111
Fast food/drive-in last 6 months: Whataburger	3,308	3.2%	85
Fast food/drive-in last 6 months: White Castle	3,582	3.5%	104

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Restaurant Market Potential

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Ring: 5 mile radius

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Went to fine dining restaurant last month	11,819	11.5%	99
Went to fine dining restaurant 3+ times last month	3,071	3.0%	92
Spent at fine dining rest in last 6 months: <\$51	1,669	1.6%	81
Spent at fine dining rest in last 6 months: \$51-\$100	4,148	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	3,693	3.6%	99
Spent at fine dining rest in last 6 months: \$201+	3,582	3.5%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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